ESTTA Tracking number:

ESTTA815687 04/19/2017

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Nintendo of America Inc.
Granted to Date of previous extension	04/19/2017
Address	4600 150th Avenue NE Redmond, WA 98052 UNITED STATES

Attorney informa-	Daniel J. Oates
tion	Miller Nash Graham & Dunn LLP
	2801 Alaskan Way, Ste 300
	Seattle, WA 98121
	UNITED STATES
	trademark@millernash.com Phone:206-777-7537

Applicant Information

Application No	87109994	Publication date	12/20/2016
Opposition Filing Date	04/19/2017	Opposition Peri- od Ends	04/19/2017
Applicants	Gorrell, Mark 7607 Nw. 32Nd Bethany, OK 73008 UNITED STATES Gorrell, Michelle 7607 Nw.,32Nd		
	Bethany, OK 73008 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Clothing, namely, tops, bottoms, footwear, headwear, hats, jackets and socks

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)	
Dilution by blurring	Trademark Act Sections 2 and 43(c)	
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)	
Deceptiveness	Trademark Act Section 2(a)	

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2358735	Application Date	12/18/1997
Registration Date	06/13/2000	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		
Design Mark	POKÉMON		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1999/03/00 First Use In Commerce: 1999/05/00 Clothing, namely, caps, [coats, footwear], hats, [jackets,] pajamas, [raincoats,]shirts, [shoes, shorts,] sleepwear,[slippers,] tops and T-shirts		

U.S. Registration No.	2514999	Application Date	12/08/2000
Registration Date	12/04/2001	Foreign Priority Date	NONE
Word Mark	POKEMON		
Design Mark	Rel		07
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Us	e: 1999/03/00 First U	lse In Commerce: 1999/05/00
	Clothing, namely, caps, [coa shirts, shoes, shorts, sleep w		jackets,] pajamas,[raincoats,] and T-shirts

U.S. Registration No.	2646004	Application Date	12/18/1997
Registration Date	11/05/2002	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		•
Design Mark	POK	ÉΜ	ON

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1999/05/00 First Use In Commerce: 1999/05/00
	Clothing, namely, [gloves,] Halloweencostumes, headwear, and sweatshirts

U.S. Registration No.	4628922	Application Date	07/09/2010
Registration Date	10/28/2014	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		
Design Mark	POKÉMON		
Description of Mark	NONE		
Goods/Services	Class 025. First use: Fir	st Use: 1999/05/00 First U	Jse In Commerce: 1999/05/00
	Clothing, namely, footwoods, shirts; swimsuits; under		htshirts; pants; shorts; sweat-

U.S. Registration No.	2552948	Application Date	12/18/1997
Registration Date	03/26/2002	Foreign Priority Date	NONE
Word Mark	POKEMON	•	
Design Mark	POK	ÉΜ	ON
Description of Mark	NONE		•
Goods/Services	Class 018. First use: First Use athletic bags and gym bags	e: 1999/10/00 First U	se In Commerce: 1999/10/00

U.S. Registration No.	2358727	Application Date	12/18/1997
Registration Date	06/13/2000	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		

Design Mark	POKÉMON
Description of Mark	NONE
Goods/Services	Class 018. First use: First Use: 1999/06/00 First Use In Commerce: 1999/06/00 backpacks, book bags, [coin purses, purses, handbags, umbrellas, waist packs and wallets and billfolds duffel bags and trunks for traveling]

U.S. Registration No.	2358731	Application Date	12/18/1997
Registration Date	06/13/2000	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		
Design Mark	POK	ΚÉΜ	ON
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 1999/05/00 First Use In Commerce: 1999/05/00 nonmetal key chains [and pillows]		

U.S. Registration No.	2358728	Application Date	12/18/1997
Registration Date	06/13/2000	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		•
Design Mark	POK	ŒΜ	ON
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1999/05/00 First Use In Commerce: 1999/05/00		
	dinnerware, namely, cups and plates made of paper, dinnerware, namely, [bowls] drinking glasses [and plates] made of plastic; [insulated containers for food and beverages; lunch pails]		

U.S. Registration No.	4918471	Application Date	01/23/2013
Registration Date	03/15/2016	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		

Design Mark	POKÉMON
Description of Mark	NONE
Goods/Services	Class 021. First use: First Use: 1999/05/00 First Use In Commerce: 1999/05/00 Cups; drinking glasses; thermal insulated containers for food or beverage; lunch boxes; lunch pails; mugs

U.S. Registration No.	2358738	Application Date	12/18/1997
Registration Date	06/13/2000	Foreign Priority Date	NONE
Word Mark	POKÃ#MON		
Design Mark		7	
	POKEMON		
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1998/12/00 First Use In Commerce: 1999/08/00		
	board games, [hand-held pinball games,nonelectric hand-held skill games,] puzzles, toy balloons [and yo-yos]		

U.S. Registration No.	2437410	Application Date	06/15/1998
Registration Date	03/20/2001	Foreign Priority Date	NONE
Word Mark	POKE BALL		
Design Mark		POKÉ BA	LL
Description of Mark	NONE		
Goods/Services	01 000 Et 1	First Use: 1998/12/00 First L	

games; carrying cases for toys; decorative wind socks; electronic game equip-
mentwith a clock or timepiece feature; gamecards; games, namely, action skill games, manipulative games, parlor games, role-playing games, and card games; hand-held pinball games; kites;] nonelectric hand-held skill games; [plush dolls; puppets; skill and action games; stuffed, plush and cloth toys;] toy action figures; [toy balloons; toy banks; toy puzzles; toy vehicles; toy whistles; toys, namely, mechanical toys, inflatable toys, bath toys,] toy balls, [toy music boxes, toy building blocks, toy modeling compounds, toy construction sets, toy mobiles, water squirting toys, hand-held computer toys featuring a virtual pet; and, yo-yos]

U.S. Registration No.	2514998	Application Date	12/08/2000
Registration Date	12/04/2001	Foreign Priority Date	NONE
Word Mark	POKEMON		
Design Mark	Res		277
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Us	e: 1998/05/17 First U	se In Commerce: 1998/08/07
	computer game software, electronic gameprograms, video game cartridges, video game software [and video tapes containing children's entertainment]		

U.S. Registration No.	2515001	Application Date	12/08/2000
Registration Date	12/04/2001	Foreign Priority Date	NONE
Word Mark	POKEMON		
Design Mark	Residen		
Description of Mark	NONE		
Goods/Services			se In Commerce: 1998/05/00
	[book covers, calendars,] children's books, comic books; [erasers, gift wrapping paper, invitation cards,] magazines regarding video games, memo pads, note		

pads, notebooks; paper napkins, [paper party hats,] paperback books featuring
children's content, [pencil sharpeners,] pens picture storybooks, [playing
cards,postcards, ring binders, rubber stamps,] scratch pads, [paper staplers,] stationery, stationery-type portfolios, and trading cards

U.S. Registration No.	4455317	Application Date	07/09/2010
Registration Date	12/24/2013	Foreign Priority Date	NONE
Word Mark	POKÃ#MON	•	
Design Mark	POK	ÉΜ	ON
Description of Mark	NONE		
Goods/Services			se In Commerce: 1998/09/28
	Book covers; calendars; colo per; books, booklets and mar books; notepads; paper napk bums; stylus	nuals regarding video	

U.S. Registration No.	2515000	Application Date	12/08/2000
Registration Date	12/04/2001	Foreign Priority Date	NONE
Word Mark	POKEMON		
Design Mark	Re		017
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1998/11/02 First Use In Commerce: 1998/12/00		
	board games; electronic game equipment for playing video games, game cards; [hand-held pinball games] non electric hand-held skill games, plush dolls, manipulative puzzles; toy action figures [, toy balloons and yo-yos]		

U.S. Registration 4071285 Application Date 08/21/2009 No.	
---	--

Registration Date	12/13/2011	Foreign Priority Date	NONE	
Word Mark	POKÃ#MON			
Design Mark	POK	ÉΜ	ON	
Description of Mark	NONE			
Goods/Services	Class 035. First use: First Use: 2010/01/00 First Use In Commerce: 2010/01/00 On-line retail store services featuring: computer, video and electronic games, games, trading cards and video, computerand electronic game strategy guides; customer loyalty services and customer club services for promotion of video and computer games; providing incentive award programs for customers through the distribution of prizes, awards, and promotional items, all for the purpose of promoting and rewarding loyalty			
U.S. Registration No.	2265698	Application Date	12/18/1997	
Registration Date	07/27/1999	Foreign Priority Date	NONE	
Word Mark	POKEMON			
Design Mark	POKÉMON			
Description of Mark	NONE			
Goods/Services	Class 041. First use: First Use: 1998/09/04 First Use In Commerce: 1998/09/04 television programs in the field of children's entertainment			
U.S. Registration	2811218	Application Date	09/07/2001	

Foreign Priority Date NONE

No.

Registration Date

Word Mark

02/03/2004

POKE DOLL

Design Mark	POKÉ DOLL
Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 2002/10/31 First Use In Commerce: 2002/10/31 plush dolls and stuffed toys

U.S. Registration No.	3925992	Application Date	06/20/2008
Registration Date	03/01/2011	Foreign Priority Date	NONE
Word Mark	POKÃ#PARK		
Design Mark	POKI	ÉΡΑ	RK
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Us	e: 2010/11/01 First U	se In Commerce: 2010/11/01
	tainment content, namely, ga grams; computer game softw game programs; interactive v	mes;]computer game are; electronic videog ideo game discs; inte	

U.S. Registration No.	3867974	Application Date	06/20/2008
Registration Date	10/26/2010	Foreign Priority Date	NONE
Word Mark	POKÃ#PARK		

Design Mark	POKÉPARK
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2010/06/15 First Use In Commerce: 2010/06/15 Providing online information and news in the field of entertainment; providing online news, hints and other informationin the field of computer/electronic/video games through a global computer network

U.S. Registration No.	4199683	Application Date	06/06/2011
Registration Date	08/28/2012	Foreign Priority Date	NONE
Word Mark	POKÃ#DEX	•	
Design Mark	POK	ÉD	EX
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1998/09/28 First Use In Commerce: 1998/09/28 Cartridges, memory cards and other storage media, namely, flash memory, featuring entertainment, educational and informational content, namely, video games; computer software for viewing graphic images and related text; computer game software featuring animated characters, videogame characters and text related to video games and content therein; computer database software featuring animated characters, video game characters and text related to video games and content therein; computer software for use in viewing and managing electronic dictionaries andencyclopedias; downloadable multimedia files, namely, video games; downloadable electronic game programs; downloadable electronic game software; downloadable electronic publications, namely, books inthe field of animated and video game characters; downloadable electronic dictionaries and encyclopedias; hand-held electronic dictionaries and encyclopedias; electronic game programs; electronic gamesoftware; video game cartridges; video game memory cards; video game programs; video game software		

U.S. Registration No.	4199684	Application Date	06/06/2011
Registration Date	08/28/2012	Foreign Priority	NONE

	Date
Word Mark	POKÃ#DEX
Design Mark	POKÉDEX
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Entertainment services, namely, providing an on-line non-downloadable interactive encyclopedia of animated and video game characters; entertainment services, namely, providing electronic images and text featuring animated and video game characters on-line; entertainment in the nature of providing an informational and entertainment website in the field of animated and video game characters; entertainment information provided on-line from a computer database or the internet; on-line interactive encyclopedia in the field of animated and video game characters; entertainment services, namely, providing an online database featuring information about animated and video game characters; entertainment services, namely,providing a web site featuring images, videos and sound in the fields of video games, computer games, animated and video game characters via wireless communication and the Internet; Non-downloadable electronic publications in the nature ofnewsletters in the fields of video games, computer games and animated and videogame characters via wireless communication and the Internet; providing a website featuring information in the fields of video games, computer games, computer games and animated and video game characters via wireless communication and the Internet; providing a website featuring information in the fields of video games, computer games, computer games and animated and video game characters via wireless communication and the Internet; providing a website featuring information in the fields of video games, computer games, computer games and animated and video game characters via wireless communication and the Internet; providing a website featuring information in the fields of video games, computer games and animated and video game characters via wireless communication and the Internet

U.S. Registration No.	4289694	Application Date	06/06/2011
Registration Date	02/12/2013	Foreign Priority Date	NONE
Word Mark	POKÃ#DEX	•	•
Design Mark	POK	ÉD	EX
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Us Encyclopedias; dictionaries; t		se In Commerce: 1998/09/28 books, game manuals, illus-

trated reference books, magazines, catalogs, pamphlets in the fields of video
games, computer games, animated and video game characters; printed video
game character guide regarding animated and video game characters

U.S. Registration No.	4725974	Application Date	12/07/2011
Registration Date	04/28/2015	Foreign Priority Date	NONE
Word Mark	POKÃ#DEX		
Design Mark	POKÉDEX		
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Us	e: 2000/12/00 First U	lse In Commerce: 2000/12/00
	Electronic learning toys; elect formation about animated chascreen which features animated	aracters in the nature	of a computer game with LCD

	•		
U.S. Application No.	86928578	Application Date	03/03/2016
Registration Date	NONE	Foreign Priority Date	09/08/2015
Word Mark	POKÃ#MON GO		
Design Mark	TO CE		
Description of Mark	blue and the word "GO" posit features a blue outline follower	ioned directly below ted by a gray outline. In top half depicting t	The interior of the word "GO" he night sky with stars featur-

	center of the O in the word GO is divided into 2 halves, both outlined in blue, with a red circle on the top and a white circle on the bottom and with a smaller white circle set in the center.
Goods/Services	Class 041. First use: First Use: 0 First Use In Commerce: 0 Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by consumer video game apparatus; Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by cellular phones; Providing non-downloadable images featuring images of characters and scenes from a computer game via communications; Providing non-downloadablevideos featuring images of characters and scenes from a computer game via communication by handheld game apparatus withliquid crystal displays; Providing non-downloadable videos in the field of video games via communication by consumer video game apparatus; Providing non-downloadable videos in the field of video games via communications; Providing non-downloadable videos in the field of video games via communications; Providing non-downloadable videos in the field of video games via communications; Providing non-downloadablemovies about social, entertainment, cultural and general in-
	terest via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable movies about social, entertainment, cultural and general interest via communication by consumer video game apparatus; Providing non-downloadable moviesabout social, entertainment, cultural and general interest via communication bycellular phones; Providing non-downloadable movies about social, entertainment, cultural and general interest via communication bycellular phones; Providing non-downloadable music and video game sounds via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable music and video game sounds via communication by consumer video game apparatus; Providing non-downloadable music and video game sounds via communications; Organization and arrangement of video game events for entertainment purposes; Organization and arrangement of game card events for entertainment purposes; Providing non-downloadable online games via communication by handheldgame apparatus with liquid crystal displays; Providing non-downloadable online games via communication by consumer gameapparatus; Providing non-downloadable online games for consumer video game apparatus; Providing non-downloadable online games for consumer video game apparatus; Providing non-downloadable online games for consumer video game apparatus; Providing non-downloadable online games for consumer video game apparatus; Providing non-downloadable online games for consumer video game apparatus; Providing non-downloadable online games for cellular phones; Providing onlinegames via communication network; Providing non-downloadable online games via communication network; Providi

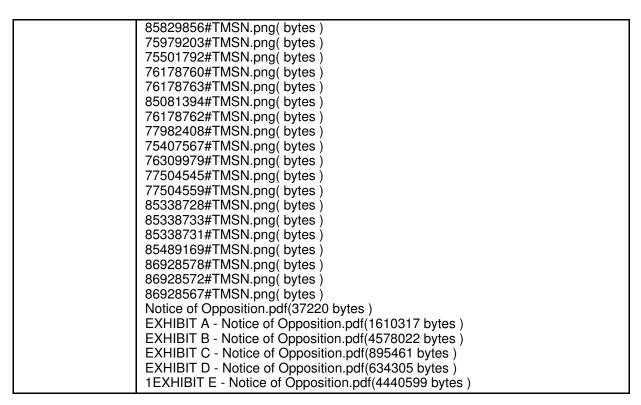
U.S. Application No.	86928572	Application Date	03/03/2016
Registration Date	NONE	Foreign Priority Date	09/08/2015
Word Mark	POKÃ#MON GO		

Design Mark	
Description of Mark	The mark consists of the word "PokÃ@mon"in stylized yellow lettering outlined in blue and the word "GO" positioned directly below the word "PokÃ@mon" that features a blue outline followed by a gray outline. The interior of the word "GO" is divided into 2 halves with the top half depicting the night sky with stars featuring the colors blue and white, and the bottom half depicting 2 blue regions. The center of the O in the word GO is divided into 2 halves, both outlined in blue, with a red circle on the top and a white circle on the bottom and with a smaller white circle set in the center.
Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 Consumer video game apparatus; Controllers and joysticks for consumer video game apparatus; Parts and accessories for consumer video game apparatus, namely, protective carrying cases specially adapted for video game machines; Card game toys and their accessories; Handheld game apparatus with liquid crystal displays; Parts and accessories for handheld game apparatus with liquid crystal displays, namely, protective carrying cases specially adapted for handheld video games, andpower supplies; Toys, namely, plush toys, action figures; Dolls; Card games andtheir accessories; Game machines and apparatus, namely, video game machines foruse with external display screen or monitor and video game machines with liquidcrystal display

U.S. Application No.	86928567	Application Date	03/03/2016
Registration Date	NONE	Foreign Priority Date	09/08/2015
Word Mark	POKÃ#MON GO		

Design Mark	
Description of Mark	The mark consists of the word "PokÃ@mon"in stylized yellow lettering outlined in blue and the word "GO" positioned directly below the word "PokÃ@mon" that features a blue outline followed by a gray outline. The interior of the word "GO" is divided into 2 halves with the top half depicting the night sky with stars featuring the colors blue and white, and the bottom half depicting 2 blue regions. The center of the O in the word GO is divided into 2 halves, both outlined in blue, with a red circle on the top and a white circle on the bottom and with a smaller white circle set in the center.
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Video game programs and computer software programs for consumer video game apparatus, namely, video game consoles and hand-held video game apparatus with liquid crystal displays; Game programs for handheld game apparatus with liquid crystal displays; Downloadable and installablevideo game and social media networking programs and additional data for consumer video game apparatus; Downloadable andinstallable video game and social medianetworking programs and additional datafor handheld game apparatus with liquidcrystal displays; Downloadable and installable programs for playing video gamesand social network and additional data for computers; Downloadable and installable programs for playing video games and social network; Game programs for computer programs for playing video games and social network; Game programs for computers; Programs for cellular phones for playing video gamesand social network; Game programs for cellular phones; Electronic circuits, optical discs, ROM cards, ROM cartridges, CD-ROMs and memory cards, all of the above storing video game programs and socialnetworking programs for cellular phones; Parts and accessories for cellular phones, namely, cell phone cases, power supplies, headphones, earphones, microphones; Downloadable image files featuring images of characters and scenes from a computer game; Downloadable electronic publications, namely, instruction booklets featuring video

Attachments	75979184#TMSN.png(bytes) 76178761#TMSN.png(bytes) 75407571#TMSN.png(bytes)
	85081400#TMSN.png(bytes) 75407600#TMSN.png(bytes) 75979146#TMSN.png(bytes)
	75979158#TMSN.png(bytes) 75979147#TMSN.png(bytes)



Signature	/Daniel J. Oates/
Name	Daniel J. Oates
Date	04/19/2017

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Nintendo of America Inc.	
Opposer,	Application Serial No.: 87/109,994
v.	Mark: POKE' GO
Mark Gorrell, an individual, and Michelle Gorrell, an individual,	Opposition No
Applicants.	

NOTICE OF OPPOSITION

Nintendo of America Inc. ("<u>Nintendo</u>") believes that it would be damaged by registration of the term POKE' GO as set forth in application Serial No. 87/109,994 and published in the *Official Gazette* on December 20, 2016, and hereby opposes the same. The grounds for opposition are as follows:

Nintendo and its Marks

- 1. Nintendo is a Washington corporation with its principal place of business at 4600 150th Ave NE, Redmond, Washington 98052.
- 2. Nintendo is an industry leader in the fields of video games, electronic gaming consoles, handheld gaming devices, entertainment services, and related goods and services.
- 3. One of Nintendo's most well-known and successful brands is the Pokémon franchise, which centers on fictional creatures called Pokémon. This international franchise has enjoyed tremendous popularity in the United States since at least 1998, when Nintendo launched the first two Pokémon video games.
- 4. Nintendo has obtained numerous registration certificates in the United States on the Principal Register for its **POKÉMON** mark as well as related **POKÉ**-formative marks, which cover a wide range of goods and services, including clothing and related goods in Class 25 (collectively, the "**POKÉ** Family of Marks"). These registrations include the following:

- **POKÉMON** (Reg. No. 2,358,735), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "*Clothing, namely, caps, hats, pajamas, shirts, sleepwear, tops and T-shirts*" in Class 25;
- **POKÉMON** (design mark) (Reg. No. 2,514,999), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "*Clothing, namely, caps, footwear, hats, pajamas, shirts, shoes, shorts, sleep wear, tops and T-shirts*" in Class 25;
- **POKÉMON** (Reg. No. 2,646,004), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "*Clothing, namely, Halloween costumes, headwear, and sweatshirts*" in Class 25;
- **POKÉMON** (Reg. No. 4,628,922), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "Clothing, namely, footwear; gloves; headwear; nightshirts; pants; shorts; sweatshirts; swimsuits; underwear" in Class 25;
- **POKÉMON** (Reg. No. 2,552,948), with a first use date at least as early as October 27, 1998, for use in interstate commerce in connection with "athletic bags and gym bags" in Class 18;
- **POKÉMON** (Reg. No. 2,358,727), with a first use date at least as early as June 1999, for use in interstate commerce in connection with "backpacks, book bags" in Class 18;
- **POKÉMON** (Reg. No. 2,358,731), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "*nonmetal key chains*" in Class 20;
- **POKÉMON** (Reg. No. 2,358,728), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "dinnerware, namely, cups and plates made of paper, dinnerware, namely, drinking glasses made of plastic" in Class 21;
- **POKÉMON** (Reg. No. 4,918,471), with a first use date at least as early as May 1999, for use in interstate commerce in connection with "*Cups; drinking glasses; thermal insulated containers for food or beverage; lunch boxes; lunch pails; mugs*" in Class 21;
- **POKÉMON** (Reg. No. 2,358,738), with a first use date at least as early as August 1999, for use in interstate commerce in connection with "*Board games, puzzles, toy balloons*" in Class 28;
- **POKÉ BALL** (Reg. No. 2,437,410), with a first use date at least as early as November 1999, for use in interstate commerce in connection with "play figures; nonelectric hand-held skill games; toy action figures; toy balls" in Class 28;
- **POKÉMON** (design mark) (Reg. No. 2,514,998), with a first use date at least as early as August 7, 1998, for use in interstate commerce in connection with "computer game software, electronic game programs, video game cartridges, video game software" in Class 9;

- **POKÉMON** (design mark) (Reg. No. 2,515,001), with a first use date at least as early as May 1998, for use in interstate commerce in connection with "children's books, comic books; magazines regarding video games, memo pads, note pads, notebooks; paper napkins, paperback books featuring children's content, pens picture storybooks, scratch pads, stationery, stationery-type portfolios, and trading cards" in Class 16;
- **POKÉMON** (Reg. No. 4,455,317), with a first use date at least as early as September 28, 1998, for use in interstate commerce in connection with "Book covers; calendars; coloring books; comic books; crayons; gift wrapping paper; books, booklets and manuals regarding video games; memo pads; notebooks; notepads; paper napkins; paper party favors; pencils; pens; sticker albums; stylus" in Class 16;
- **POKÉMON** (design mark) (Reg. No. 2,515,000), with a first use date at least as early as December 1998, for use in interstate commerce in connection with "board games; electronic game equipment for playing video games, game cards; non electric hand-held skill games, plush dolls, manipulative puzzles; toy action figures" in Class 28;
- **POKÉMON** (Reg. No. 4,071,285), with a first use date at least as early as January 2010, for use in interstate commerce in connection with "On-line retail store services featuring: computer, video and electronic games, games, trading cards and video, computer and electronic game strategy guides; customer loyalty services and customer club services for promotion of video and computer games; providing incentive award programs for customers through the distribution of prizes, awards, and promotional items, all for the purpose of promoting and rewarding loyalty" in Class 35;
- **POKÉMON** (Reg. No. 2,265,698), with a first use date at least as early as September 1998, for use in interstate commerce in connection with "television programs in the field of children's entertainment" in Class 41;
- **POKÉ DOLL** (Reg. No. 2,811,218), with a first use date at least as early as October 31, 2002, for use in interstate commerce in connection with "plush dolls and stuffed toys" in Class 28;
- **POKÉPARK** (Reg. No. 3,925,992), with a first use date at least as early as November 1, 2010, for use in interstate commerce in connection with "Compact discs and optical discs featuring educational, informational, and entertainment content, namely, games; computer game discs; computer game programs; computer game software; electronic video game discs; electronic video game programs; interactive video game discs; interactive video game programs; video game software" in Class 9;
- **POKÉPARK** (Reg. No. 3,867,974), with a first use date at least as early as June 15, 2010, for use in interstate commerce in connection with "Providing online information and news in the field of entertainment; providing online news, hints and other information in the field of computer/electronic/video games through a global computer network" in Class 41;

- POKÉDEX (Reg. No. 4,199,683), with a first use date at least as early as September 28, 1998, for use in interstate commerce in connection with "Cartridges, memory cards and other storage media, namely, flash memory, featuring entertainment, educational and informational content, namely, video games; computer software for viewing graphic images and related text; computer game software featuring animated characters, video game characters and text related to video games and content therein; computer database software featuring animated characters, video game characters and text related to video games and content therein; computer software for use in viewing and managing electronic dictionaries and encyclopedias; downloadable multimedia files, namely, video games; downloadable electronic game programs; downloadable electronic game software; downloadable electronic publications, namely, books in the field of animated and video game characters; downloadable electronic dictionaries and encyclopedias; electronic dictionaries and encyclopedias; electronic game programs; electronic game software; video game cartridges; video game memory cards; video game programs; video game software" in Class 9;
- **POKÉDEX** (Reg. No. 4,199,684), with a first use date at least as early as 2000, for use in interstate commerce in connection with "Entertainment services, namely, providing an online non-downloadable interactive encyclopedia of animated and video game characters; entertainment services, namely, providing electronic images and text featuring animated and video game characters on-line; entertainment in the nature of providing an informational and entertainment website in the field of animated and video game characters; entertainment information provided on-line from a computer database or the internet; on-line interactive encyclopedia in the field of animated and video game characters; entertainment services, namely, providing an online database featuring information about animated and video game characters; entertainment services, namely, providing a web site featuring images, videos and sound in the fields of video games, computer games, animated and video game characters via wireless communication and the Internet; Non-downloadable electronic publications in the nature of newsletters in the fields of video games, computer games and animated and video game characters via wireless communication and the Internet; providing a website featuring information in the fields of video games, computer games and animated and video game characters via wireless communication and the Internet' in Class 41;
- **POKÉDEX** (Reg. No. 4,289,694), with a first use date at least as early as September 28, 1998, for use in interstate commerce in connection with "Encyclopedias; dictionaries; trading cards; printed books, game manuals, illustrated reference books, magazines, catalogs, pamphlets in the fields of video games, computer games, animated and video game characters; printed video game character guide regarding animated and video game characters" in Class 16; and
- **POKÉDEX** (Reg. No. 4,725,974), with a first use date at least as early as December 2000, for use in interstate commerce in connection with "Electronic learning toys; electronic toys, namely, toys that play and display information about animated characters in the nature of a computer game with LCD screen which features animation and sound effects" in Class 28.

- 5. Nintendo's first use in US interstate commerce of a mark in its **POKÉ** Family of Marks began at least as early as May 1998. Nintendo continues to use the marks in commerce for its goods in the United States. Copies of Nintendo's foregoing Registrations are attached hereto as **Exhibit A** (collectively, the "**POKÉ** Registrations").
- 6. Nintendo also has pending applications for registration in the United States on the Principal Register for its **POKÉMON GO** mark, used in connection with the Pokémon GO mobile application and related goods and services:
- **POKÉMON GO** (design mark) (Ser. No. 86/928,578), with a filing date of March 3, 2016, for use in connection with "Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by consumer video game apparatus; Providing non-downloadable images featuring images of characters and scenes from a computer game via communication by cellular phones; Providing nondownloadable images featuring images of characters and scenes from a computer game via communications; Providing non-downloadable videos featuring images of characters and scenes from a computer game via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable videos in the field of video games via communication by consumer video game apparatus; Providing non-downloadable videos via communication by cellular phones; Providing non-downloadable videos in the field of video games via communications; Providing non-downloadable movies about social, entertainment, cultural and general interest via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable movies about social, entertainment, cultural and general interest via communication by consumer video game apparatus; Providing non-downloadable movies about social, entertainment, cultural and general interest via communication by cellular phones; Providing non-downloadable movies about social, entertainment, cultural and general interest via communications; Providing non-downloadable music and video game sounds via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable music and video game sounds via communication by consumer video game apparatus; Providing non-downloadable music and video game sounds via communication by cellular phones; Providing nondownloadable music and video game sounds via communications; Organization and arrangement of video game events for entertainment purposes; Organization and arrangement of game card events for entertainment purposes; Providing non-downloadable online games via communication by handheld game apparatus with liquid crystal displays; Providing non-downloadable online games via communication by consumer game apparatus; Providing non-downloadable online games via communication by cellular phones; Providing non-downloadable online games via communications; Providing nondownloadable online games for consumer video game apparatus; Providing non-

downloadable online games for handheld game apparatus with liquid crystal displays; Providing non-downloadable online games for cellular phones; Providing online games via telecommunication network; Providing non-downloadable online games via communication network; Providing non-downloadable online electronic publications, namely, online journals, and interactive online logs featuring user generated or specified contents" in Class 41;

- POKÉMON GO (design mark) (Ser. No. 86/928,572), with a filing date of March 3, 2016, for use in connection with "Consumer video game apparatus; Controllers and joysticks for consumer video game apparatus; Parts and accessories for consumer video game apparatus, namely, protective carrying cases specially adapted for video game machines; Card game toys and their accessories; Handheld game apparatus with liquid crystal displays; Parts and accessories for handheld game apparatus with liquid crystal displays, namely, protective carrying cases specially adapted for handheld video games, and power supplies; Toys, namely, plush toys, action figures; Dolls; Card games and their accessories; Game machines and apparatus, namely, video game machines for use with external display screen or monitor and video game machines with liquid crystal display" in Class 28; and
- **POKÉMON GO** (design mark)(Ser. No. 86/928,567) with a filing date of March 3, 2016, for use in connection with "Video game programs and computer software programs for consumer video game apparatus, namely, video game consoles and hand-held video game apparatus with liquid crystal displays; Game programs for handheld game apparatus with liquid crystal displays; Downloadable and installable video game and social media networking programs and additional data for consumer video game apparatus; Downloadable and installable video game and social media networking programs and additional data for handheld game apparatus with liquid crystal displays; Downloadable and installable programs for playing video games and social network and additional data for computers; Downloadable and installable programs for playing video games and social network and additional data for cellular phones; Computer programs for playing video games and social network; Game programs for computers; Programs for cellular phones for playing video games and social network; Game programs for cellular phones; Electronic circuits, optical discs, ROM cards, ROM cartridges, CD-ROMs and memory cards, all of the above storing video game programs and social networking programs for cellular phones; Electronic storage media for storing programs for cellular phones; Parts and accessories for cellular phones, namely, cell phone cases, power supplies, headphones, earphones, microphones; Downloadable image files featuring images of characters and scenes from a computer game; Downloadable electronic publications, namely, instruction booklets featuring video games and social media applications; Downloadable maps; Batteries" in Class 9.
- 7. Since the release of the first two Pokémon video games in 1998, Nintendo has released over 60 video game titles for the Pokémon franchise. Those video games have been

-6-

¹ A brief search of the principal register for Nintendo's POKÉ Family of Marks reveals approximately 60 registrations and applications to register marks with the POKÉ prefix.

- 8. The Pokémon franchise, from which the **POKÉ** Family of Marks originate, has grown to include television shows, movies, video games, card games, clothing, toys, and accessories.
- 9. The Pokémon GO mobile game, from which the **POKÉMON GO** mark originates, released in July 2016 and was the most popular mobile application in 2016. A month after the game's launch, Guinness World Records confirmed five records set by the game, including the records for "most downloaded game in its first month," with 130 million downloads; and "most international charts topped simultaneously for a mobile game in its first month (downloads)". See the article "Pokémon Go catches five new world records" published on August 10, 2016 on Guinness World Records' website, which is attached hereto as **Exhibit D.**
- 10. Due to Nintendo's extensive use and promotion of its **POKÉ** Family of Marks, Nintendo has established valuable goodwill in the marks. Because of these efforts, the general consuming public associates the **POKÉ** Family of Marks with Nintendo, and recognizes the **POKÉ** prefix as an indication of goods and services that originate from or are affiliated with Nintendo. The **POKÉ** Family of Marks is famous in the United States and worldwide.²

-7-

² The United States Patent and Trademark Office recently refused registration of a the mark POKÉSWAP on the basis that it was likely to create "false connection" under 2(a) of the Trademark Act with a Nintendo Licensee,

Applicant and its Application

- 11. Mark Gorrell and Michelle Gorrell ("<u>Applicants</u>"), are individuals who reside, on information and belief, at 7607 NW 32ND, Bethany, Oklahoma 73008.
- 12. On July 20, 2016, approximately two weeks after the US launch of Pokémon GO, Applicants filed an intent-to-use application (Serial no. 87/109,994) for "POKE' GO" in connection with "clothing, namely, tops, bottoms, footwear, headwear, hats, jackets and socks" in Class 25.
- 13. Applicants' application for POKE' GO was published for opposition in the Official Gazette on December 20, 2016.

Grounds for Opposition

- 14. Applicants' application was filed on July 20, 2016 and is based upon intent to use the purported POKE' GO mark in interstate commerce in the United States.
- 15. Upon information and belief, Applicants have not yet used the term POKE' GO in interstate commerce in the United States.
- 16. Nintendo's filing dates and first use of its **POKÉ** Family of Marks, including but not limited to the **POKÉMON GO** mark, predate Applicant's July 20, 2016 filing date. Thus Nintendo's rights are senior to those of Applicants.
- 17. Applicants' POKE' GO term is confusingly similar in appearance, sound, and commercial impression to Nintendo's **POKÉ** Family of Marks, including in particular Nintendo's **POKÉMON GO** Mark.
- 18. Applicants' POKE' GO term so resembles Nintendo's **POKÉ** Family of Marks, including in particular Nintendo's **POKÉMON GO** Mark, as to be likely, when applied to the goods set forth in Applicants' application, to cause confusion, mistake, or deception within the meaning of Section 2(d) of the Trademark Act.

Niantic, Inc. because of the fame attained by the mobile app game Pokémon Go. A copy of the Office Action refusing registration, dated December 16, 2016, is attached hereto as **Exhibit E**.

- 19. Upon information and belief, Applicants' goods will be offered in substantially identical channels of trade as Nintendo's goods and services, and to similar classes of consumers.
- 20. Because of the related nature of Nintendo's and Applicants' goods, and the similarity between the marks, use and registration of the term POKE' GO by Applicants in International Class 25 is likely to cause confusion, mistake or deception that Applicants' goods are those of Nintendo, or are otherwise endorsed, sponsored or approved by Nintendo under the provisions of Section 2(a) and/or 2(d) of the Trademark Act (15 U.S.C. § 1052), pursuant to the allegations stated above.
- 21. Applicants' use of the term POKE' GO in association with its goods is likely to cause dilution of the distinctive quality of Nintendo's famous **POKÉ** Family of Marks under the provisions of 15 U.S.C. § 1063(a) and Section 43(c) of the Lanham Act (15 U.S.C. § 1125(c)), by tarnishment and blurring, in view of Nintendo's long and extensive prior use of the arbitrary and distinctive **POKÉ** Family of Marks in association with the nationwide sale, distribution, and advertising of a wide variety of goods, including clothing, footwear and related products.
- 22. For the foregoing reasons, Nintendo would be damaged by registration of Applicants' POKE' GO term.

WHEREFORE, Nintendo prays that application Serial No. 87/109,994 be refused registration and this Opposition be sustained in its favor.

DATED this 19th day of April, 2017.

Respectfully submitted,

MILLER NASH GRAHAM & DUNN LLP

By: /Daniel J. Oates/
Daniel J. Oates
Vanessa L. Wheeler
Miller Nash Graham & Dunn LLP
2801 Alaskan Way, Ste. 300
Seattle, Washington 98121
Telephone (206) 777-7537

Attorneys for Opposer Nintendo of America Inc.

EXHIBIT A

Prior U.S. Cls.: 22 and 39

Reg. No. 2,358,735

United States Patent and Trademark Office

Registered June 13, 2000

Amended

OG Date Mar. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WA-SHINGTON CORPORATION) 4600 150TH AVENUE N.E. REDMOND, WA 98052

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CLOTHING, NAMELY, CAPS, [COATS, FOOTWEAR], HATS, [JACKETS,] PAJAMAS, [RAINCOATS,]SHIRTS, SHOES, SHORTS,] SLEEPWEAR,[SLIPPERS,] TOPS AND T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-0-1999; IN COMMERCE 5-0-1999.

SER. NO. 75-979,184, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 15, 2011.

Prior U.S. Cls.: 22 and 39

Reg. No. 2,514,999

United States Patent and Trademark Office

Registered Dec. 4, 2001

TRADEMARK PRINCIPAL REGISTER



NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION) 4820 - 150TH AVENUE, N.E. REDMOND, WA 98052

FOR: CLOTHING, NAMELY, CAPS, COATS, FOOTWEAR, HATS, JACKETS, PAJAMAS, RAINCOATS, SHIRTS, SHOES, SHORTS, SLEEP WEAR, SLIPPERS, TOPS AND T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-0-1999; IN COMMERCE 5-0-1999.

OWNER OF U.S. REG. NOS. 2,343,287, 2,382,993 AND OTHERS.

SER. NO. 76-178,761, FILED 12-8-2000.

CYNTHIA SLOAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Amended

Reg. No. 2,646,004 Registered Nov. 5, 2002 OG Date Feb. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)
4820 - 150TH N.E.
REDMOND, WA 98052
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM
TO ANY PARTICULAR FONT, STYLE,
SIZE, OR COLOR.

FOR: CLOTHING, NAMELY, [GLOVES,] HALLOWEEN COSTUMES, HEADWEAR, AND SWEATSHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39). FIRST USE 5-0-1999; IN COMMERCE

5-0-1999.

SER. NO. 75-407,571, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Feb. 15, 2011.

United States of America United States Patent and Trademark Office

POKÉMON

Reg. No. 4,628,922 NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Oct. 28, 2014** REDMOND, WA 98052

Int. Cl.: 25 FOR: CLOTHING, NAMELY, FOOTWEAR; GLOVES; HEADWEAR; NIGHTSHIRTS; PANTS;

SHORTS; SWEATSHIRTS; SWIMSUITS; UNDERWEAR, IN CLASS 25 (U.S. CLS. 22 AND

39).

TRADEMARK
FIRST USE 5-0-1999; IN COMMERCE 5-0-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,358,735, 2,358,738, AND OTHERS.

SN 85-081,400, FILED 7-9-2010.

ANNE FARRELL, EXAMINING ATTORNEY



PRINCIPAL REGISTER

Michelle K. Zee

Deputy Director of the United States

Patent and Trademark Office

Prior U.S. Cls.: 1, 2, 3, 22 and 41

United States Patent and Trademark Office Corrected

Reg. No. 2,552,948 Registered Mar. 26, 2002 OG Date Oct. 22, 2002

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WA-SHINGTON CORPORATION) 4820-150TH N.E. REDMOND, WA 98052 FOR: ATHLETIC BAGS AND GYM BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41). FIRST USE 10-0-1999; IN COMMERCE 10-0-1999. SER. NO. 75-407,600, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Oct. 22, 2002.

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

Prior U.S. Cls.: 1, 2, 3, 22 and 41

United States Patent and Trademark Office

Amended

Reg. No. 2,358,727 Registered June 13, 2000 OG Date Mar. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WA-SHINGTON CORPORATION) 4600 150TH AVENUE NE REDMOND, WA 98052

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: BACKPACKS, BOOK BAGS, [COIN PURSES, PURSES, HANDBAGS, UMBRELLAS, WAIST PACKS AND WALLETS AND BILLFOLDS DUFFEL BAGS AND TRUNKS FOR TRAVELING], IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 6-0-1999; IN COMMERCE 6-0-1999.

SER. NO. 75-979,146, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 15, 2011.

Prior U.S. Cls.: 2, 13, 22, 25, 32 and 50

United States Patent and Trademark Office

Amended

Reg. No. 2,358,731 Registered June 13, 2000 OG Date Mar. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)
4600 150TH AVENUE NE
REDMOND, WA 98052
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM
TO ANY PARTICULAR FONT, STYLE,
SIZE, OR COLOR.

FOR: NONMETAL KEY CHAINS [AND PILLOWS], IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 5-0-1999; IN COMMERCE 5-0-1999.

SER. NO. 75-979,158, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 15, 2011.

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50 United States Patent and Trademark Office Amended

Reg. No. 2,358,728 Registered June 13, 2000 OG Date Mar. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)
4600 150TH AVENUE NE
REDMOND, WA 98052
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM
TO ANY PARTICULAR FONT, STYLE,
SIZE, OR COLOR.

FOR: DINNERWARE, NAMELY, CUPS AND PLATES MADE OF PAPER, DIN-

NERWARE, NAMELY, [BOWLS] DRINKING GLASSES [AND PLATES] MADE OF PLASTIC; [INSULATED CONTAINERS FOR FOOD AND BEVERAGES; LUNCH PAILS], IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-0-1999; IN COMMERCE 5-0-1999.

SER. NO. 75-979,147, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 15, 2011.

United States of America United States Patent and Trademark Office

POKÉMON

Reg. No. 4,918,471 NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Mar. 15, 2016** REDMOND, WA 98052

Int. Cl.: 21 FOR: CUPS; DRINKING GLASSES; THERMAL INSULATED CONTAINERS FOR FOOD OR

BEVERAGE; LUNCH BOXES; LUNCH PAILS; MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29,

30, 33, 40 AND 50).

FIRST USE 5-0-1999; IN COMMERCE 5-0-1999.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,265,698, 4,071,285, AND OTHERS.

SN 85-829,856, FILED 1-23-2013.

IRA J. GOODSAID, EXAMINING ATTORNEY



TRADEMARK

Director of the United States
Patent and Trademark Office

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Amended

Reg. No. 2,358,738 Registered June 13, 2000 OG Date Mar. 15, 2011

TRADEMARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)
4600 150TH AVENUE NE
REDMOND, WA 98052
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM
TO ANY PARTICULAR FONT, STYLE,
SIZE, OR COLOR.

FOR: BOARD GAMES, [HAND-HELD PINBALL GAMES, NONELECTRIC HAND-HELD SKILL GAMES,] PUZZLES, TOY BALLOONS [AND YO-YOS], IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50). FIRST USE 12-0-1998; IN COMMERCE 8-0-1999. SER. NO. 75-979,203, FILED 12-18-1997.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 15, 2011.

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,437,410

United States Patent and Trademark Office

Registered Mar. 20, 2001 OG Date Nov. 13, 2001

TRADEMARK PRINCIPAL REGISTER

POKÉ BALL

NINTENDO OF AMERICA INC. (WA-SHINGTON CORPORATION) 4820 - 150TH N.E. REDMOND, WA 98052 NO CLAIM IS MADE TO THE EXCLU-SIVE RIGHT TO USE "BALL", APART FROM THE MARK AS SHOWN.

FOR: [ARTICULATED AND NON-ARTICULATED DOLLS, BENDABLE TOYS,] PLAY FIGURES; [BOARD GAMES; CARRYING CASES FOR TOYS; DECORATIVE WIND SOCKS; ELECTRONIC GAME EQUIPMENT WITH A CLOCK OR TIME-PIECE FEATURE; GAME CARDS; GAMES, NAMELY, ACTION SKILL GAMES, MANIPULATIVE GAMES, PARLOR GAMES, MOLE-PLAYING GAMES, AND CARD GAMES; HAND-HELD PINBALL GAMES; KITES;] NONELECTRIC

HAND-HELD SKILL GAMES; [PLUSH DOLLS; PUPPETS; SKILL AND ACTION GAMES; STUFFED, PLUSH AND CLOTH TOYS;] TOY ACTION FIGURES; [TOY BALLOONS; TOY BANKS; TOY PUZZLES; TOY VEHICLES; TOY WHISTLES; TOYS, NAMELY, MECHANICAL TOYS, INFLATABLE TOYS, BATH TOYS,] TOY BUILDING BLOCKS, TOY MOBILING BOXES, TOY BUILDING BLOCKS, TOY MODELING COMPOUNDS, TOY CONSTRUCTION SETS, TOY MOBILES, WATER SQUIRTING TOYS, HAND-HELD COMPUTER TOYS FEATURING A VIRTUAL PET; AND, YO-YOS], IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 12-0-1998; IN COMMERCE 11-0-1999.

SER. NO. 75-501,792, FILED 6-15-1998.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Nov. 13, 2001.

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,514,998 Registered Dec. 4, 2001

TRADEMARK PRINCIPAL REGISTER



NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION) 4820 - 150TH AVENUE, N.E. REDMOND, WA 98052

FOR: COMPUTER GAME SOFTWARE, ELECTRONIC GAME PROGRAMS, VIDEO GAME CARTRIDGES, VIDEO GAME SOFTWARE AND VIDEO TAPES CONTAINING CHILDREN'S ENTERTAINMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 5-17-1998; IN COMMERCE 8-7-1998.

OWNER OF U.S. REG. NOS. 2,297,050, 2,343,287, AND 2,356,298.

SER. NO. 76-178,760, FILED 12-8-2000.

CYNTHIA SLOAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,515,001 Registered Dec. 4, 2001

TRADEMARK PRINCIPAL REGISTER



NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION) 4820 - 150TH AVENUE. N.E. REDMOND, WA 98052

FOR: BOOK COVERS, CALENDARS, CHILDREN'S BOOKS, COMIC BOOKS; ERASERS, GIFT WRAPPING PAPER, INVITATION CARDS, MAGAZINES REGARDING VIDEO GAMES, MEMO PADS, NOTE PADS, NOTEBOOKS; PAPER NAPKINS, PAPER PARTY HATS, PAPERBACK BOOKS FEATURING CHILDREN'S CONTENT, PENCIL SHARPENERS, PENS PICTURE STORYBOOKS, PLAYING CARDS, POSTCARDS, RING BINDERS,

RUBBER STAMPS, SCRATCH PADS, PAPER STAPLERS, STATIONERY, STATIONERY-TYPE PORTFOLIOS, AND TRADING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 5-0-1998; IN COMMERCE 5-0-1998.

OWNER OF U.S. REG. NO. 2,358,736.

SER. NO. 76-178,763, FILED 12-8-2000.

CYNTHIA SLOAN, EXAMINING ATTORNEY

POKÉMON

Reg. No. 4,455,317

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Dec. 24, 2013** REDMOND, WA 98052

Int. Cl.: 16

FOR: BOOK COVERS; CALENDARS; COLORING BOOKS; COMIC BOOKS; CRAYONS;

GIFT WRAPPING PAPER; BOOKS, BOOKLETS AND MANUALS REGARDING VIDEO GAMES; MEMO PADS; NOTEBOOKS; NOTEPADS; PAPER NAPKINS; PAPER PARTY FAVORS; PENCILS; PENS; STICKER ALBUMS; STYLUS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23,

29, 37, 38 AND 50).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 9-28-1998; IN COMMERCE 9-28-1998.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,358,735, 2,358,738, AND OTHERS.

SN 85-081,394, FILED 7-9-2010.

ANNE FARRELL, EXAMINING ATTORNEY



Commissioner for Trademarks of the United States Patent and Trademark Office

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,515,000

United States Patent and Trademark Office

Registered Dec. 4, 2001

TRADEMARK PRINCIPAL REGISTER



NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION) 4820 - 150TH AVENUE, N.E. REDMOND, WA 98052

FOR: BOARD GAMES; ELECTRONIC GAME EQUIPMENT FOR PLAYING VIDEO GAMES, GAME CARDS; HAND-HELD PINBALL GAMES NON ELECTRIC HAND-HELD SKILL GAMES, PLUSH DOLLS, MANIPULATIVE PUZZLES; TOY

ACTION FIGURES, TOY BALLOONS AND YO-YOS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 11-2-1998; IN COMMERCE 12-0-1998.

OWNER OF U.S. REG. NO. 2,358,738.

SER. NO. 76-178,762, FILED 12-8-2000.

CYNTHIA SLOAN, EXAMINING ATTORNEY

POKÉMON

Reg. No. 4,071,285

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Dec. 13, 2011** REDMOND, WA 98052

Int. Cl.: 35

SERVICE MARK
PRINCIPAL REGISTER

FOR: ON-LINE RETAIL STORE SERVICES FEATURING: COMPUTER, VIDEO AND ELECTRONIC GAMES, GAMES, TRADING CARDS AND VIDEO, COMPUTER AND ELECTRONIC GAME STRATEGY GUIDES; CUSTOMER LOYALTY SERVICES AND CUSTOMER CLUB SERVICES FOR PROMOTION OF VIDEO AND COMPUTER GAMES; PROVIDING INCENTIVE AWARD PROGRAMS FOR CUSTOMERS THROUGH THE DISTRIBUTION OF PRIZES, AWARDS, AND PROMOTIONAL ITEMS, ALL FOR THE PURPOSE OF PROMOTING AND REWARDING LOYALTY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,552,946, 2,646,004, AND OTHERS.

SN 77-982,408, FILED 8-21-2009.

MICHAEL ENGEL, EXAMINING ATTORNEY



land J. Kappas

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,265,698

United States Patent and Trademark Office

Registered July 27, 1999

SERVICE MARK PRINCIPAL REGISTER

POKÉMON

NINTENDO OF AMERICA INC. (WASHING-TON CORPORATION) 4820 - 150TH N.E. REDMOND, WA 98052

9–4–1998.

FIRST USE 9-4-1998; IN COMMERCE

FOR: TELEVISION PROGRAMS IN THE FIELD OF CHILDREN'S ENTERTAINMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SN 75-407,567, FILED 12-18-1997.

CRAIG D. TAYLOR, EXAMINING ATTORNEY

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Amended

Reg. No. 2,811,218 Registered Feb. 3, 2004 OG Date Nov. 2, 2010

TRADEMARK PRINCIPAL REGISTER

POKÉ DOLL

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)
4600 150TH AVENUE NE
REDMOND, WA 98052
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM
TO ANY PARTICULAR FONT, STYLE,
SIZE, OR COLOR.

FOR: PLUSH DOLLS AND STUFFED TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 10-31-2002; IN COMMERCE 10-31-2002.

SER. NO. 76-309,979, FILED 9-7-2001.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Nov. 2, 2010.

POKÉPARK

Reg. No. 3,925,992 NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

Registered Mar. 1, 2011 4600 150TH AVENUE NE REDMOND, WA 98052

Int. Cl.: 9 FOR: COMPACT DISCS AND OPTICAL DISCS FEATURING EDUCATIONAL, INFORMA-

TIONAL, AND ENTERTAINMENT CONTENT, NAMELY, GAMES; COMPUTER GAME DISCS; COMPUTER GAME PROGRAMS; COMPUTER GAME SOFTWARE; ELECTRONIC VIDEO GAME DISCS; ELECTRONIC VIDEO GAME PROGRAMS; INTERACTIVE VIDEO GAME DISCS; INTERACTIVE VIDEO GAME PROGRAMS; INTERACTIVE VIDEO GAME SOFTWARE; VIDEO GAME DISCS; VIDEO GAME PROGRAMS; VIDEO GAME SOFTWARE.

IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-1-2010; IN COMMERCE 11-1-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-504,545, FILED 6-20-2008.

TRACY FLETCHER, EXAMINING ATTORNEY

THE TAND TRANSPORTED TO THE PART OF CONTRIBUTION OF CONTRIBUTI

TRADEMARK

PRINCIPAL REGISTER

POKÉPARK

Reg. No. 3,867,974 NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Oct. 26, 2010** REDMOND, WA 98052

Int. Cl.: 41 FOR: PROVIDING ONLINE INFORMATION AND NEWS IN THE FIELD OF ENTERTAIN-

MENT; PROVIDING ONLINE NEWS, HINTS AND OTHER INFORMATION IN THE FIELD OF COMPUTER/ELECTRONIC/VIDEO GAMES THROUGH A GLOBAL COMPUTER NET-

SERVICE MARK WORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

PRINCIPAL REGISTER FIRST USE 6-15-2010; IN COMMERCE 6-15-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-504,559, FILED 6-20-2008.

JANICE L. MCMORROW, EXAMINING ATTORNEY



POKÉDEX

Reg. No. 4,199,683

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Aug. 28, 2012** REDMOND, WA 98052

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FOR: CARTRIDGES, MEMORY CARDS AND OTHER STORAGE MEDIA, NAMELY, FLASH MEMORY, FEATURING ENTERTAINMENT, EDUCATIONAL AND INFORMATIONAL CONTENT, NAMELY, VIDEO GAMES; COMPUTER SOFTWARE FOR VIEWING GRAPHIC IMAGES AND RELATED TEXT; COMPUTER GAME SOFTWARE FEATURING ANIMATED CHARACTERS, VIDEO GAME CHARACTERS AND TEXT RELATED TO VIDEO GAMES AND CONTENT THEREIN; COMPUTER DATABASE SOFTWARE FEATURING ANIMATED CHARACTERS, VIDEO GAME CHARACTERS AND TEXT RELATED TO VIDEO GAMES AND CONTENT THEREIN; COMPUTER SOFTWARE FOR USE IN VIEWING AND MAN-AGING ELECTRONIC DICTIONARIES AND ENCYCLOPEDIAS; DOWNLOADABLE MULTIMEDIA FILES, NAMELY, VIDEO GAMES; DOWNLOADABLE ELECTRONIC GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME SOFTWARE; DOWNLOADABLE ELECTRONIC PUBLICATIONS, NAMELY, BOOKS IN THE FIELD OF ANIMATED AND VIDEO GAME CHARACTERS; DOWNLOADABLE ELECTRONIC DICTIONARIES AND ENCYCLOPEDIAS; HAND-HELD ELECTRONIC DICTIONARIES AND ENCYCLOPEDIAS; ELECTRONIC GAME PROGRAMS; ELECTRONIC GAME SOFTWARE; VIDEO GAME CARTRIDGES; VIDEO GAME MEMORY CARDS; VIDEO GAME PROGRAMS; VIDEO GAME SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).



FIRST USE 9-28-1998; IN COMMERCE 9-28-1998.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-338,728, FILED 6-6-2011.

B. PARADEWELAI, EXAMINING ATTORNEY

POKÉDEX

Reg. No. 4,199,684

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE Registered Aug. 28, 2012 REDMOND, WA 98052

Int. Cl.: 41

SERVICE MARK
PRINCIPAL REGISTER

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING AN ON-LINE NON-DOWN-LOADABLE INTERACTIVE ENCYCLOPEDIA OF ANIMATED AND VIDEO GAME CHAR-ACTERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ELECTRONIC IMAGES AND TEXT FEATURING ANIMATED AND VIDEO GAME CHARACTERS ON-LINE; EN-TERTAINMENT IN THE NATURE OF PROVIDING AN INFORMATIONAL AND ENTER-TAINMENT WEBSITE IN THE FIELD OF ANIMATED AND VIDEO GAME CHARACTERS; ENTERTAINMENT INFORMATION PROVIDED ON-LINE FROM A COMPUTER DATABASE OR THE INTERNET; ON-LINE INTERACTIVE ENCYCLOPEDIA IN THE FIELD OF ANIM-ATED AND VIDEO GAME CHARACTERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING AN ONLINE DATABASE FEATURING INFORMATION ABOUT ANIMATED AND VIDEO GAME CHARACTERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING IMAGES, VIDEOS AND SOUND IN THE FIELDS OF VIDEO GAMES, COMPUTER GAMES, ANIMATED AND VIDEO GAME CHARACTERS VIA WIRELESS COMMUNICATION AND THE INTERNET; NON-DOWNLOADABLE ELECTRON-IC PUBLICATIONS IN THE NATURE OF NEWSLETTERS IN THE FIELDS OF VIDEO GAMES, COMPUTER GAMES AND ANIMATED AND VIDEO GAME CHARACTERS VIA WIRELESS COMMUNICATION AND THE INTERNET; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF VIDEO GAMES, COMPUTER GAMES AND ANIMATED AND VIDEO GAME CHARACTERS VIA WIRELESS COMMUNICATION AND THE INTER-NET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



FIRST USE 0-0-2000; IN COMMERCE 0-0-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-338,733, FILED 6-6-2011.

B. PARADEWELAI, EXAMINING ATTORNEY

Vano J. L. Vigos

POKÉDEX

Reg. No. 4,289,694

NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Feb. 12, 2013** REDMOND, WA 98052

Int. Cl.: 16

nt. Cl.: 16

TRADEMARK

PRINCIPAL REGISTER

FOR: ENCYCLOPEDIAS; DICTIONARIES; TRADING CARDS; PRINTED BOOKS, GAME MANUALS, ILLUSTRATED REFERENCE BOOKS, MAGAZINES, CATALOGS, PAMPHLETS IN THE FIELDS OF VIDEO GAMES, COMPUTER GAMES, ANIMATED AND VIDEO GAME CHARACTERS; PRINTED VIDEO GAME CHARACTER GUIDE REGARDING ANIMATED AND VIDEO GAME CHARACTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-28-1998; IN COMMERCE 9-28-1998.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-338,731, FILED 6-6-2011.

B. PARADEWELAI, EXAMINING ATTORNEY



POKÉDEX

Reg. No. 4,725,974 NINTENDO OF AMERICA INC. (WASHINGTON CORPORATION)

4600 150TH AVENUE NE **Registered Apr. 28, 2015** REDMOND, WA 98052

Int. Cl.: 28 FOR: ELECTRONIC LEARNING TOYS; ELECTRONIC TOYS, NAMELY, TOYS THAT PLAY

AND DISPLAY INFORMATION ABOUT ANIMATED CHARACTERS IN THE NATURE OF A COMPUTER GAME WITH LCD SCREEN WHICH FEATURES ANIMATION AND SOUND

TRADEMARK EFFECTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

PRINCIPAL REGISTER FIRST USE 12-0-2000; IN COMMERCE 12-0-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-489,169, FILED 12-7-2011.

TRACY WHITTAKER-BROWN, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Michelle K. Len

EXHIBIT B



15 Best-Selling Video Games Of All Time

13 February 2015, 11:00 pm EST By Jan Dizon Tech Times



The Super Mario franchise dominates the best selling video games of all time list. Here are other titles that continue to sell in the millions. (Super Mario | Facebook)

Enjoy fresh selection & friendly service!

\$2.99
WITH CARD
Driscoll's
Strawberries
16 oz
Vald until Apr. 18

View Weekly Ad

ADVERTISEMENT

Computer and video games sure have come a long way since the first tennis-inspired game with two paddles and a bouncing ball between them, Pong. But with thousands of titles out in the market now, some names remain ever popular and continue to sell and appeal to gamers.

Check out this list of the best selling games of all time. Familiar names (such as a certain mushroom loving, Italian plumber, perhaps?) of course, dominate the list, and maybe a few surprises as well.

The Elder Scrolls V: Skyrim 20 million copies since Nov. 11, 2011





Sign up for our email newsletter t Tech Times' biggest stories, delivered to

Enter your e-mail

By clicking on 'Submit' button above, you confirm Tech Times <u>Terms & Conditions</u>

MOST POPULAR



Earth-Sized 1 Just Took The Photo Of A B How It Will T Relativity



TECH

SCIENCE

HEALTH

CULTURE

REVIEWS

FEATURES VII

VIDEOS



players to a new world with dragons and more character development.

Mario Kart DS 23.3 million copies since Nov. 14, 2005

The single-player racing game continues to be a hit because of its familiar characters, graphics, ease of game play, and replayability.

Call of Duty: Black Ops 24.8 million copies since Nov. 9, 2010

This seventh installment of the Call of Duty series broke the bank within 24 hours of it's release when it managed to sell 5.6 million copies on it's first day on the market. That's "an estimated sell-through of more than \$500 million worldwide," according to a statement that Activision Publishing, Inc. released at the time.

Grand Theft Auto: San Andreas 27.5 million copies since Oct. 26, 2006



YouTube Dar Here's How T The Hidden F Save Your Ey

ADVERTISEMENT



(Photo : Grand Theft Auto: San Andreas/Facebook)

The violence and open-ended world of GTA is still a favorite among gamers who still find easter eggs hidden by the developers in the game even years after its release.

Super Mario Bros. Wii 27.8 million copies since Nov. 11, 2009

The plumbing brothers foray in the the world of Wii does not disappoint. Just like others in the Super Mario series, the franchise is a hit no matter what.

Wii Play 28.2 million copies since Feb. 12, 2007

To launch the new Wii console system, This set of nine games was released and designed to be played by one or two players. The bundle continues to be popular among those who like to keep moving to the Wii system.

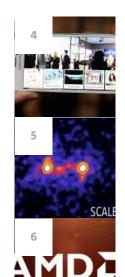
Call of Duty: Modern Warfare 2 28.5 million since Nov. 10, 2009

Praised by critics for its in-depth multi-player component, Modern Warfare 2 earned numerous awards and continues to be a favorite in the series.

New Super Brothers 30.7 million copies since May 2006

The new Mario game retained the simplicity of the already-popular franchise but also improved upon the game's graphics and movements.

Wii Sports Resort 32.6 million copies since June 25, 2009



PHONES/TABLETS/I
Galaxy S5: M
Samsung Sm
The US

Astronomers Image Of Elu Matter

COMPUTERS

AMD Vega G
Date Drawing
Leaked Spect
Radeon RX V
On Nvidia Ge
1080 Ti

ADVERTISEMENT



TECH

SCIENCE HEALTH **CULTURE**

REVIEWS

FEATURES

VIDEOS

Using the Wii Wheel accessory, players can race as their favorite Super Mario character in single, mutli-player, and online modes.

Grand Theft Auto V 45 million copies since Sept. 17, 2013



(Photo: Grand Theft Auto V)

Although much controversy surrounds the GTA series, there is no question that it will continue to dominate video game sales.

Minecraft 60 million since May 17, 2009

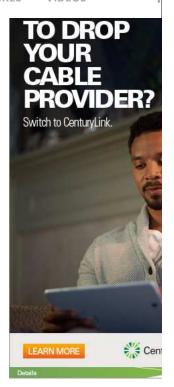


(Photo: Minecraft/Facebook)

The retro-styled building game has won critical acclaim and is even being used to teach programming in schools.

Wii Sports 82.9 million since Nov. 19, 2006

Although it was the first set of five sports simulations sold to introduce the market to the new Wii console, it remains a steady popular hit and was declared the second-highest selling game of all time as of 2013.





PHONES/TABLETS/I

New Moto Z **Reveals Dual** Huge Camera Headphone J More



PHONES/TABLETS/I Samsung Gal Scanner Repo Trumps FBI's

SPACE

Deep Space (Problem Of F And How NA To Send Hum

EARTH/ENVIRONMI

NASA Takes The Mysteric On Greenlan Petermann G



Huntington's Disease: Researcher Disco Stop Progression Of The Fatal Disease

Image Confirms Invisible Dark Matter Co In The Universe

OnePlus 5: Leaks Point To 8 GB Of RAM, Snapdragon 835 Chip, And Dual Camera



TECH

SCIENCE

HEALTH

CULTURE

REVIEWS

VIDEOS FEATURES

Shepard Capsule Revealed

From NASA

What Makes The Octopus Intelligent? A Cephalopod's Ability To Rewrite RNA

Polycystic Ovary Syndrome May Be Cau

Imbalance In The Brain, Not Ovaries: Stu

LOOK: First-Ever Photos Of Blue Origin's

For Earth Day 2017, You May Adopt A Pi

Kodi Faces Major Crackdown In The UK League Continues Its Anti-Piracy Campa

Tetris 143 million since June 6, 1984

The classic from Russia is a favorite for all and is the only stand-alone title to break the 100 million mark in sales.

Pokemon 270.8 million since Feb. 27, 1996

Beginning as two humble games for Game Boy, fans all over the world gotta catch 'em all, making it one of the most profitable game franchises ever.

Super Mario 297.88 million since Sept. 13, 1985

Core franchise of the Super Mario series it seems that no matter what Mario touches turns to gold.

games , Video Games , Computer Games , Wii , Super Mario , Grand Theft Auto , Tetris , Pokemon

© 2017 TECH TIMES, ALL RIGHTS RESERVED. DO NOT REPRODUCE WITHOUT PERMISSION.

RELATED ARTICLES



Marine Grenadier Loot Coming to 'Call of Duty: Advanced Warfare' This Weekend



Thank This Unofficial App, Now You Can Play 'Destiny' On Your Unsupported **Android Gadgets** [Video]



Nintendo Is Making A Mii Smartphone App



Nintendo Almost Owned The Video Game Rights To 'Harry Potter'



'Dying Light' Easter Eggs: All The Best Secrets Found So

ADVERTISEMENT



Washington Homeowners Get \$4,264 **Back Thanks To New Bill**

Financial Patrol

The 10 Craziest Unsolved **World War II Mysteries**

War Bitz

Hillary's Massive Postelection Meltdown Caught on Video

Health Sciences Institute

25 Haunting Selfies **Captured Seconds Before** Death

Trending Moms

Why Doctors in the Know Failed Celebs That Now **No Longer Prescribe** Metformin

Vibrant Health Network

Work Regular Jobs

Greeningz

How I Finally Got Rid of My Toenail Fungus - Try It Tonight

Fungus Shield Plus

NASA Warns Washington Headed For Humanitarian Disaster

Mega Drought Exposed

Ads by Revcontent

FROM OUR SPONSOR

How To Shop Smart: 5 Characteristics Of A Smart Shopper

You may love shopping, you may be a bargain hunter....but are you a smart shopper?

SPONSORED BY

Packsize

EXHIBIT C



TRENDING TODAY
Opinion: What Nintendo Can
Learn from the NES Classic's

Star Wars: Director Settles Who the Last Jedi Is

Mark Hamill on Force Awakens' 'Great Missed Opportunity'

Daily Deals: 47% off Beats Solo3 Wireless Headphones

Every Plot Detail Revealed About

3 Walking Dead Actors Promoted

Dragon Ball Super Episode 86

James Gunn Will Direct Guardians of the Galaxy Vol. 3

Star Wars Battlefront 2 Multiplayer Preview

Top Comics to Buy This Week: April 19, 2017

Top 10 Global Box Office Opening Weekends of All Time

Star Wars: The Last Jedi: Luke Isn't What Rey Expects

Overwatch Character and Map

Microsoft Details Xbox FanFest for E3 2017

Persona 5's Streaming Restrictions Suck, but Make

Marvel Teases Major Peter Parker/Miles Morlaes Spider-Man Crossover

Star Wars: Why Luke Skywalker Might Want to End the Jedi

The Leftovers: Season 3 Premiere

Attack on Titan Episode 28

POKEMON MOON VERSION / 19 JAN 2017

POKEMON SUN AND MOON PASS HUGE SALES MILESTONE IN UNITED STATES

Shows Store Reviews PS4 Xbox PC Nintendo Movies TV VR

O Share. Pokemania.

BYSETH 6. MACY > Pokemon Sun and Moon are the fastest Nintendo games in the company's history to sell more than 4 million copies in the United States.

According to a statement from Nintendo, Pokemon Sun and Pokemon Moon came in number 2 and number 3 on the NPD Groups list of best-selling games for the month of December.

Combined, the two games have sold 4.5 million copies in the United States alone since their release in late November. The last quarter of the year was the "best-selling quarter for software in Nintendo 3DS history," with 7.3 million copies of first-party Nintendo games sold during the three-month period.



Sign in 📵



Nintendo credited the Pokemon games, along with other new releases like Super Mario Maker for Nintendo 3DS and evergreen titles like Mario Kart 7, for giving the 3DS its seventh month in a row where sales grew over the same period the year



Pokemon Moon Version

In the Pokémon Sun and Pokémon Moon games, embark on an adventure as a Pokémon Trainer and catch, battle and trade all-new Pokémon on the tropical islands of the Alola Region.

Get Deal

\$39.99

ON NINTENDO 3DS

This link directs to a retail affiliate. IGN may receive a commission from your purchase.

In October, Nintendo said the release of its hybrid Switch console won't mean the discontinuation of the 3DS line. Nintendo President Tatsumi Kimishima said at the time the 3DS still had momentum, something the latest NPD report has validated.

The full, public facing NPD sales report goes out later today.

Seth Macy is IGN's weekend web producer and just wants to be your friend. Follow him on Twitter @sethmacy. or subscribe to Seth Macy's YouTube channel.

T IN THIS ARTIC

Pokemon Moon Version Releases November 18, 2016

RPG GAME NEWS

POKEMON SUN & POKEMON MOON WALKTHROUGH

Read & Contribute: Melemele Island Trials, Akala Island Trials, Ula'ula Island Trials, Aether Paradise, Poni Island Trials, Pokemon Sun and Moon Post Game, More...

Primer For Beginners What is Pokemon, Catch...

Things to Do First in Pokemon Sun and Moon Read On...

1893 PAGES -

3DS

EXHIBIT D

- STORE ENQUIRIES
- TECHNICAL ENQUIRIES
- JOBS AT GUINNESS WORLD RECORDS
- GENERAL ENQUIRIES
- German
- Portuguese
- Spanish
- Japanese
- 一中文
- My Account
- Sign Out

Search our Records

Pokémon Go catches five new world records

By Rachel Swatman Published 10 August 2016

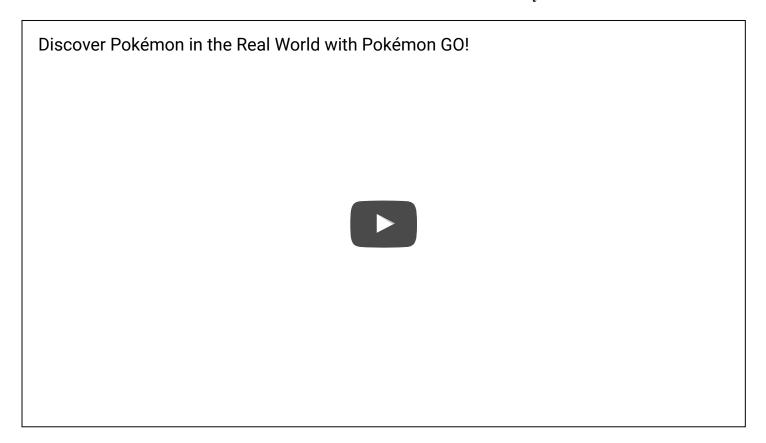


Share

- Facebook
- <u>Twitter</u>
- Google+
- Email
- Whatsapp
- LinkedIn
- Reddit

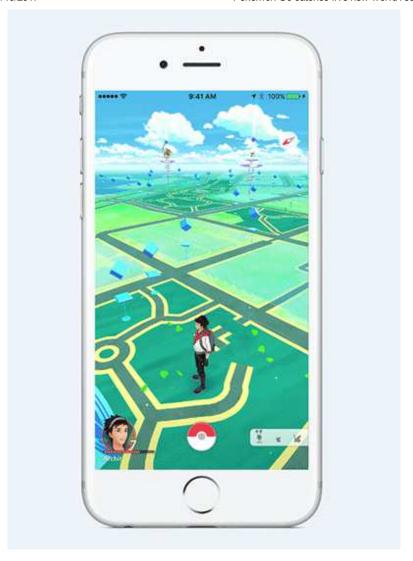
The Pokémon Go app may have only been released a month ago but it has become an instant global and cultural phenomenon. People all over the world have been using the game's GPS technology to track down and catch their favourite Pokémon in real-world locations, before training them up to battle other players in "gyms".

After consulting the kings of digital data SuperData, Guinness World Records can now confirm that Pokémon Go has set five incredible world records since its launch in July.



1. Most revenue grossed by a mobile game in its first month

Niantic's landmark GPS-based game Pokémon Go generated an astonishing \$206.5 million of revenue in its first month. Making the achievement even more impressive is that the mobile game has been released in staggered stages across the world. It first launched in in USA, Australia and New Zealand on 6 July 2016, followed by countries in Europe from 13 July. Amazingly, it didn't release in Japan - the spiritual home of Pokémon - until halfway through its first month, on 22 July. As of 10 August 2016, some major gaming markets such as South Korea, were still yet to enjoy an official, regional release of Pokémon Go.

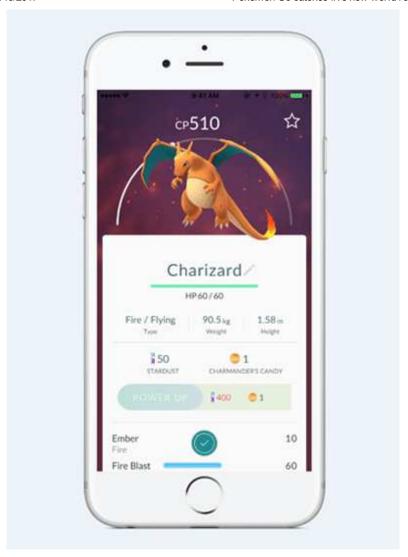


2. Most downloaded mobile game in its first month

The game has been downloaded 130 million times since its initial launch on 6 July 2016. That means there are roughly 30 million more Pokémon Go players than the current population of Philippines, and 10 million less than the current population of Russia.

3. Most international charts topped simultaneously for a mobile game in its first month (downloads)

Niantic's Pokémon Go topped mobile download charts in 70 different countries simultaneously since its initial launch on 6 July 2016. In this landmark game, players use GPS technology to track down and capture Pokémon in real-world locations, before training them up to battle other players in "gyms".



4. Most international charts topped simultaneously for a mobile game in its first month (revenue)

Pokémon Go was also the top-grossing mobile game in 55 different countries simultaneously since its initial launch on 6 July 2016.



5. Fastest time to gross \$100 million by a mobile game

Amazingly, Pokémon Go took just 20 days to gross \$100 million in revenue - the fastest time a mobile game has ever achieved this in its first month since launch. The game broke the \$100 million barrier in revenue on 26 July.

Share

- Facebook
- <u>Twitter</u>
- Google+
- Email
- Whatsapp
- LinkedIn
- Reddit

Related Articles



Satoru Iwata 1959 – 2015: Nintendo CEO's record-breaking influence on videogame culture

OFFICIALLY AMAZING"

Guinness World Records

- Guinness World Records 2017 Edition
- 2017 Gamer's Edition
- Guinness World Records Kids
- GWR Store
- About Us
- Press Centre

Resources

- FAQs
- Contact
- Business Solutions
- Solutions for Charities and Non-Profits
- Television Programmes
- Educators

Using the Site

- Privacy Policy
- Terms & Conditions
- Cookie Policy

More Guinness World Records

- Facebook
- Twitter

- YouTube
- Google
- Instagram
- LinkedIn
- Snapchat
- Pinterest

© Guinness World Records 2017. All rights reserved.

Registered in England No: 541295

Registered Office: South Quay Building, 189 Marsh Wall, London E14 9SH United Kingdom

Type to search (use quotation marks for exact search)

View all 0 result(s)

We use cookies on this website

We use cookies on this website. By using this site, you agree that we may store and access cookies on your device.

Continue

EXHIBIT E

To: Inception, LLC (trademarks@tuckerellis.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87163456 - POKESWAP - 15041-00001

Sent: 12/16/2016 9:11:40 AM

Sent As: ECOM101@USPTO.GOV

Attachments: Attachment - 1

Attachment - 2

Attachment - 3

Attachment - 4

Attachment - 5

Attachment - 6

Attachment - 7

Attachment - 8

Attachment - 9

Attachment - 10

Attachment - 11

Attachment - 12

Attachment - 13

Attachment - 14

Attachment - 15

Attachment - 16

Attachment - 17

Attachment - 18

Attachment - 19

Attachment - 20

Attachment - 21

Attachment - 22

Attachment - 23

Attachment - 24

Attachment - 25

Attachment - 26

Attachment - 27

Attachment - 28

Attachment - 29

Attachment - 31

Attachment - 32

Attachment - 33

Attachment - 34

Attachment - 35

Attachment - 36

Attachment - 37

Attachment - 38

Attachment - 39

Attachment - 40

Attachment - 41

· · · · · · ·

Attachment - 42

Attachment - 43

Attachment - 44

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 87163456

MARK: POKESWAP

87163456

CORRESPONDENT ADDRESS:

JOSEPH A. DICKINSON

TUCKER ELLIS LLP

950 MAIN AVENUE

SUITE 1100

CLEVELAND, OH 44113-7213

APPLICANT: Inception, LLC

CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

VIEW YOUR APPLICATION FILE

CORRESPONDENT'S REFERENCE/DOCKET NO:

15041-00001

CORRESPONDENT E-MAIL ADDRESS:

trademarks@tuckerellis.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 12/16/2016

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search Results

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

Refusal To Register Under Section 2(a)—False Connection

Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with Niantic, Inc., developer of the *Pokémon Go* video games, which features the use of POKE for game related services. Although Niantic is not expressly connected with the services provided by applicant under the applied-for mark, Niantic is so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §1203.03, (c). *See generally Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

Applicant has applied to register the mark POKESWAP or "Poke Swap" for "Operating online marketplaces, facilitating and coordinating the exchange of gaming objects between buyers and sellers where such exchange occurs both electronically and through physical meetings in any suitable location.

Under Trademark Act Section 2(a), the registration of a mark that "consists of or comprises matter that may falsely suggest a connection with

persons, institutions, beliefs, or national symbols" is prohibited. *In re Pedersen*, 109 USPQ2d 1185, 1188 (TTAB 2013). To establish that an applied-for mark falsely suggests a connection with a person or an institution, the following is required:

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution.
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution.
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark.
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

In re Pedersen, 109 USPQ2d at 1188-89; In re Jackson Int'l Trading Co., 103 USPQ2d 1417, 1419 (TTAB 2012); TMEP §1203.03(c)(i); see also Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co., 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

With respect to the first factor above, applicant's mark POKESWAP, is similar to the POKE marks which are used in connection with Niantic, Inc.'s games. See attached evidence. Under Section 45, a "person" may be a natural person (i.e., an individual) or a juristic person (i.e., a corporation, partnership, association, union, or any other organization capable of suing or being sued). 15 U.S.C. §1127; TMEP §1203.03(a)(i); see Morehouse Mfg. Corp. v. J. Strickland & Co., 407 F.2d 881, 888, 160 USPQ 715, 720-21 (C.C.P.A. 1969); In re Pedersen, 109 USPQ2d 1185, 1191 (TTAB 2013). Therefore, the mark sought to be registered is identical to the name used by another person.

Regarding the second factor, the attached evidence from the following websites shows that the name POKE uniquely and unmistakably points to Niantic. Applicant's services are designed for use in the field of computer gaming, which further aligns applicant's services with registrant's online computer game POKEMON GO. The attached evidence shows that Niantic, the developer of the *Pokémon Go* game, is in charge of creating and managing the use of the prefix POKE in connection with goods and services that are related to its Pokemon Go Game.

With respect to the third factor above, nothing in the record establishes that Niantic is connected with the applicant or applicant's services. Accordingly, it is presumed for the sake of the present Section 2(a) refusal that there is indeed no connection between the person named in the mark and applicant or its services. Please see the inquiry below with regard to the relationship between applicant and the person named in the mark.

As to the fourth and final factor above, the attached evidence from the following websites indicates that Niantic has achieved significant fame and notoriety due to the success of the *Pokémon Go* video game:

- http://www.extremetech.com/extreme/231700-pokemon-go-is-a-roaring-success-so-why-did-google-spin-off-the-company-that-developedit
- http://www.digitaltrends.com/gaming/niantic-most-popular-developer/
- http://fortune.com/2016/08/12/niantic-pokemon-go-popularity/

These websites show that Niantic is the most popular game developer in the world, with top sales numbers in forty-five countries. Accordingly, the fame of Niantic is such that a connection with Niantic would be presumed when applicant uses the mark POKÉSWAP in connection with its gaming services. Accordingly, registration is refused pursuant to Section 2(a) of the Trademark Act.

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal, applicant must also respond to the requirement set forth below.

Inquiry Regarding Relationship Between Parties

Due to the renown of the institution or person named in the mark, and the fact that there is no information in the application record regarding a connection with applicant, applicant must specify whether the person or institution named in the mark has any connection with applicant's services, and if so, must describe the nature and extent of that connection. See 37 C.F.R. §2.61(b); TMEP §1203.03(c)(i).

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$50 per international class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

/Saima Makhdoom/ Law Office 101

U.S. Patent and Trademark Office

Telephone: (571) 272-8802

Fax: (571) 273-8802

E-Mail: Saima.Makhdoom@USPTO.GOV

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Poké Assistant

Use this tool to quickly find out what CP your Pokemon will evolve into. The IV Calculator will give a more accurate answer if you want to take the time to input more information. Generation 2 Pukemon Preparation article to help prepare for Gen 2. New Attacker Tier List. Pokemon Stats for Gen 2 confirmed.



Evolver Explained

This little foot aims to help trainers decide which Pokemon to evolve. E.g. Would your 300CP Pidgey evolve into something stronger than your 550CP Pidgeotto? Or are you better off evolving the Pidgeotto?

The tool shows what CP a Pokemon is likely to evolve into (and has evolved from) based on samples in PA's database. Not all Pokemon scale up in CP the same during evolution. Some species increase CP by 50%, others by 500%. This tool puts it in one place to help you decide.

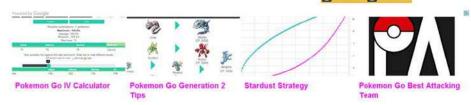
Once you've evolved your Pokemon, you might want to check if it has a great Moveset or if it's high on the Best Defender list. If you've got a great Pokemon, have a look at Trainer Gear to see if there's anything to add to your kit to make yourself a better equiped trainer.

Check out the Standard Strategy to help you with this rare resource or Buddy Stats to help you choose your perfect Pokemon buddy.

Please note that this tool is a fast way of getting an approximation of your Poxemon's future CP. With the fV Caculator, it's now possible to get DVACT CP and I/P numbers if you're willing to input a little more information. This tool will be maintained because it's fast and simple, but if you're considering an important evolution like Madikars to Garvidos. Poke Assistant enourages you to use the IV Caculator.

considering an important evolution like Magikarp to Garydos. Poke Assistant enourages you to use the IV Calculator Major credit to trainers nylonee & hyperfocus for gathering the first large collection of evolve data, first in the beta, then since launch.













Pokemon Moves Sets

Pokemon Go Move List

How to Dodge

Pidgey Spam Calculator

Forbes





News and opinion about video games, technology and the internet

Pokémon GO's Latest Plagues: Disappearing PokeStops And Hacker Gym Leaders













plans, fans have become more emboldened than ever to speak up about what's bothering them regarding *Pokémon GO*. The lack of ingame (or now out-of-game) tracking will continue to be lambasted until that's fixed, and a solution for constantly fleeing/escaping Pokémon is supposedly coming soon.

But there's a new pair of pressing issues that might be the current biggest threats to the game, one that makes players sad, and another that makes them angry.

The Tragedy of the Missing PokéStops

A while back, you may remember than one of Niantic's first priorities was removing "inappropriate or dangerous" PokéStops from the game. The instituted a "reporting" tool that allowed players or citizens to report these locations for potential removal.

While some were obvious no-go spots like graveyards and Holocaust memorials and nuclear power plants, there now seems to be a lot of PokéStops being removed for literally no reason at all. Rural players have seen what few stops they have slowly disappearing if they've been reported by angry locals. I also heard a story online of a college player who reported all the stops at a rival school and got them removed. The Governor or South Carolina, Nikki Haley, took to Twitter to complain about all the PokéStops being removed in the State Capital building, when previously there were many that were encouraging foot traffic.



.@NianticLabs South Carolina always welcomes everyone to our Statehouse. We ask that you lift any recent #pokemongo restrictions!











Photo: Twitte

It's hard to know if effectively all reports are turning into removals, but for many players, that's what it feels like is happening. The concern right now is that anyone can report any PokéStop (or series of PokéStops) for any reason and see them removed. My guess is that given the absolutely massive scale of *Pokémon GO* and the relatively tiny scale of Niantic itself, this is an automated process that is starting to go haywire. Niantic does not have the ability to sift through these one by one, and even if they did, understanding the exact context of some of these locations and why they should or shouldn't be removed is close to impossible. I can imagine some algorithm just going "State Building > Government Property > Removed" without considering whether say, the governor of the damn state wants those stops there.

The mass removal of stops may be an automated process that is killing off way too many locations for little to no reason, and the problem is that adding stops back or adding new stops is likely to be a much more convoluted process, so players who relied on these areas may be out of luck for a good long while. Niantic has to weigh the complaints of random citizens who may not have good reason for wanting stops removed with the need to keep their playerbase engaged. I'm guessing they (and their algorithm) errs heavily on the side of caution to avoid potential lawsuits, but it seems like things are getting out of control.

















The Rage Over Hacker Gym Squatters

Now we move to a completely separate issue, but one that's very much impacting the game all the same. One aspect of $Pokémon\ GO$ that's been kind of nice is that most "normal" players who play and train their Pokémon with any consistency can take over gyms with enough determination, strategy (with type-matching) and potions/revives. Defending gyms rely on AI who can't really do anything besides stand there and move-mash, and with six Pokémon at your disposal and the advantage of type-strength and dodging, you can do pretty well at many gyms.

However, thanks to a number of backers who spend their time warping all around the world, racking up insane amounts of XP and ultra-high CP Pokémon, some gyms can be almost impossible to take over. Right now, if you're in the level 33-40 range, there's a good chance that you're a hacker, given the sheer amount of XP you would need to reach those upper levels, XP that you should physically not be possible to get this soon after the game's launch.

This is particularly a problem in Asia, where after the Japanese launch, Chinese hackers were warping across the water and taking over gyms with high level Pokémon and bragging about it online. But it happens in all regions, and I've seen this happen in the US near me as well, as I just can't believe some of these gym <u>leaders</u> have reached level 35+ legitimately and just so happened to have found a Snorlax nest to get enough candies to have one that's 3,000 CP. Like, come





on

While the PokéStop problem probably requires a pretty complex solution, there has to be some measure of anti-cheat in place to prevent hackers from squatting on gyms and blazing through levels that should take weeks to achieve. I've seen some accounts banned, but this problem does not seem to be going away. In the next few weeks as more players level up legitimately, it may soon be hard to figure out who is hacking and who isn't just from their level and Pokémon CP, so that's why a detection system will be more important than ever.

Pokémon GO is going to be a work in progress for a good long while, but these are two of the most pressing problems right now (outside of a lack of tracking). Now that Niantic is definitely listening, hopefully something can be done to alleviate these issues in the coming days and weeks.

Follow me on Twitter and on Facebook. Pick up my sci-fi novels, The Last Exodus, The Exiled Earthborn and The Sons of Sora, which are now in print, online and on audiobook.

What other games will follow in Pokémon GO's AR footsteps? Find out below:

RECOMMENDED BY FORBES

What's Going On With No Man's Sky's Awkward Launch?

First Impressions Of 'The Elder Scrolls: Legends,' Hearthstone and Magic's...

The Nintendo NX Could Do Some Serious Damage With A Zelda, Mario and Pokémon...

Next Post

This article is available online at:

2016 Forbes.com LLC** All Rights Reserved

http://www.usnews.com/news/entertainment/articles/2016-09-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016-09-07-46-AM You are using an outdated browser. Please upgrade your browser to improve your experience. Money Real Estate D Careen Best Jc 0 Applyin Intervie OpinionPhotosVideoBest CountriesThe Report Salarie: Work C Investin News Ranking Stocks Mutual ETFs Financi: 529s Best Countries Advice More from U.S. News Person Real Es Places Health Agents Money Advice Retiren Travel Law Firms Real Estate

Employment

KHENOU		

Chicago lawmaker proposes cracking down on Pokemon Go sites Protected dunes on a portion of the Chicago lakefront have become a popular hot-spot for Pokemon Go players

Aug. 30, 2016, at 12:24 p.m.

The Associated Press

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

n-go-sites 12/16/2016 09:07:46 AM	South recognism lance - programmer - programmer - power loc
	•
	Pokemon Go player, has organized with other players to clean up at the Loyola Dunes area on Chicago's lakeshore. The protected dunes have been
	-traffic has raised concerns about environmental damage and inspired an Illinois state lawmaker to propose legislation to require removal of certain
	S. (Jacob Wittich/Sun Times via AP) /Chicago Tribune via AP) THE ASSOCIATED PRESS
By IVAN MORENO, Associated Press	
SPRINGFIELD, III. (AP) — Invasive weeds have k	ong threatened to erode dunes on a portion of the Chicago lakefront, but the area recently had to contend with a virtual invasion: "Pokemon Go" cha
The game sends players into the real world in sea	irch of digital monsters that appear on smartphone screens to be caught, and hundreds of people have been flocking to the Loyola Dunes restoration
ard-to-get "Lapras," But in their quest to find the	rare creature, players have been walking over native grassland critical to protecting the dunes from erosion.
The heavy foot-traffic became so worrisome to en	ivironmentalists that proposed legislation seeks to get certain sites removed from the game so players are only disturbing the virtual Pokemon chara
ecologically sensitive areas in their quest to catch	them.
It should not be trampled and stampeded in that	way," said state Rep. Kelly Cassidy, a Chicago Democrat who is sponsoring the bill.
Cassidy's bill would require app developers to ren	nove locations in augmented reality games within two days of receiving a request to do so or face a daily fine of \$100.
We just want to make sure that the imaginary ani	mals can co-exist with the real wildlife in our parks and natural areas," said Jack Darin, director of the Sierra Club's Illinois chapter.
The proposal is one of the first of its kind in the co	ountry, according to the National Conference of State Legislatures. In New York, lawmakers are considering legislation to restrict sex offenders' use

Niantec, the San Francisco-based developer behind the game, has removed the PokeStop that was frustrating conservationists in Chicago, but Cassidy said it took several requests and the introduc

Chicago's case is not the first time in-game locations, known as "Pokestops," have disrupted the real world. Pokestops at the atomic bomb memorial park in Hiroshima, Japan, and the U.S. Holocau

reality games.

Museum in Washington are among the sites that have been removed from the game after complaints.

week.
"We regret the delay in removing the site which was due to the unusually high usage of the game and subsequent requests for both removal and addition of game locations," Niantic founder and CEC in a statement. "We want to emphasize that we are supporters of public space and believe that our cities and communities are healthier when citizens make use of public space. bringing us into contract, and the contract of the cont

www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo tes 12/16/2016 09 07 46 AM	
tes 12/16/2016 09 07:46 AM tatement, vive want to emphasize that we are supporters of public space and believe that our cities and communities are nearther when citizens make use of public space, bringing us into conta	
ors and with one another. Yes, even when that use is motivated by capturing Pokemon."	
arliest the bill can be heard is November, when state lawmakers return to the Capitol for a brief fall session. One small-government group has already expressed opposition, saying it's an insta	
ering with innovation.	
ying to tell people to who develop a brand new product how they have to design it," said Jacob Huebert, senior attorney with the Chicago-based Liberty Justice Center.	
dy said she has nothing against the game, which she also plays, and she applauded the fact that it's getting people to explore the city and the dunes. She even named her bill after "Pidgey,"one no bird-like characters from the game.	
nvironmentalists say the area, which volunteers have spent years trying to restore by pulling weeds and planting indigenous plants, was not meant to handle the amount of traffic it has received.	
e'll be a hundred or two hundred people there, just like rushing on to the site to get a rare Pokemon, and a lot of them at one time," said Jen Walling, executive director of the Illinois Environmen	
an have visitors, but that many is just too much."	
다는 사람들이 한 시간에 있는 것이 되었다. 나는 사람들이 없는 것이 없는 사람들이 없는 것이 없는 사람들이 없는 것이 없는	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much."	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	
an have visitors, but that many is just too much." right 2016 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 1/2/16/2016-09-07-46-AM	
Diagnosis: Burnout Steve Stemberg Sept. 8, 2016	
As lives hang in the balance, the health care community is tackling emotional exhaustion within its ranks.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016-09-07-46 AM	
Editorial Cartoons on Donald Trump May 31, 2012	
May 31, 2012	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016-09-07-46-AM	
Photos: Obama Behind the Scenes Sept. 10, 2014	
A collection of moments subtle and grand of the 44th president of the United States.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016 09 07.46 AM	
Yahoo Hack Threatens Verizon Merger	
Andrew Soergel Dec. 15, 2016 The company's newly disclosed breach reportedly could derail or significantly alter its multibillion-dollar deal with Verizon.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2018-09-07-46-AM	
Whipped Cream Shortage Expected Due to Shortage of Nitrous Oxide	
Rachel Dicker Dec. 15, 2016 Nitrous oxide gas, the supply of which is low due to a fatal accident, is used in both dentists' offices and whipped cream bottles.	
Militude Source gas, the supply of which is low due to a ratal accident, is used in both definition of the militude of the supply of which is low due to a ratal accident, is used in both definition.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016 09 07.46 AM	
Anti-Trump Activists Plan Road-Blocking 'Clusterfk' for Inauguration Steven Nelson Dec: 15, 2016 A moderate effort plans to picket the parade route, but a more radical rabble seeks to shut down the show.	
A moderate error plans to prover the parade route, but a more reason to shart down the short.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016 09 07-48 AM	
Trump Angry-Tweets at Vanity Fair Rachel Dicker Dec. 15, 2016	
Vanity Fair said the Trump Tower eatery 'could be the worst restaurant in America.'	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-poken-go-sites 12/16/2016-09-07-46 AM	emo.	
Inflation Gains, but Fed Faces Uncertainty With Trump Andrew Soergel Dec. 15, 2016		
Price pressures have materialized, but it's hard to say what will happen next year when the Trum	p administration takes over.	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	
What Can Trump Do for Tech? Andrew Soergel Dec. 14, 2016	
Tech executives met with the president-elect in Trump Tower on Wednesday to talk jobs and life under a new administration.	
· -	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemo n-go-sites 12/16/2016 09 07 46 AM	

http://www.usnews.com/news/entertainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016-09-07-46-AM	
Federal Reserve Caps Off 2016 With Interest Rate Hike Andrew Soergel Dec. 14, 2016 America's central bank bumped up its benchmark interest rate at its final meeting of the year.	
Load More	
Latest Videos	

http://www.usnews.com/news/enterfainment/articles/2016-08-30/chicago-lawmaker-proposes-cracking-down-on-pokemon-go-sites 12/16/2016 09 07-46 AM



Heavy News sports entertainment tech gaming shopping cars



FastPokeMap Alternatives: Do Any 'Pokemon Go' Scanners or Maps Still Work?

2016 | Updated 12,02 pm EST, October 11, 2016 | Q 6 Comments | By Stephanie Published 4.53 pm East Dube Dwilson 6 168.4k



















FastPokeMap, a favorite *Pokemon Go* scanner, has been broken after the most recent *Pokemon Go* security update. A lot of other scanners and maps went down with it, including Quickmap, PokeAlert, OpenPokeMap, PokeEye, ScanGo, and more. Does anything still work? And do any of the options not violate TOS?

Here's what you need to know.

All Scanners & Maps That Accessed Niantic's Servers Are Down

Pokemon Go players sometimes used third-party trackers and scanners, like FastPokeMap, to locate nearby Pokemon. Problems with these apps and web maps first started cropping up when FastPokeMap developers disabled other scanners' access to its API because the developers said it was draining their servers. This took a lot of apps down for a while, but they were just starting to restore service when a new problem emerged. Now Niantic has disabled access through a new forced security update that's affecting almost all third-party scanners. The new Recaptcha security feature has shut down some players' favorite maps and scanners.

I'm so bummed, this will be tough to bypass. I sure hope niantic has a real tracker planned because otherwise i ask you to boycott.

— FastPokeMap Official (@FastPokeMapCom) October 5, 2016

Redditor Quickmap, who ran the web-based map quickmap.us, also confirmed the break via Reddit-





We will never share your email address



HARRY'S

A lot has changed since you were last here



the break via Reddit:

66

API is broken. All trackers are down until folks reverse it. Nothing we can do."

The reaction to the scanners no longer working is mixed. On Reddit, MVP_Mike_Trout wrote:

66

Without FastPokeMap I wouldn't have been playing this game as long as I have. I guess I'm done then, i am not going to mindlessly walk around looking for Pokemon that are on my sightings. Get serious. This company is just terrible imo.

But in the other threads, other trainers said they feel differently about the whole thing. They said that third-party maps and scanners are a form of cheating, so they don't feel bad that the services no longer work.

Dangerdave120 wrote on Reddit:

55

For me I Feel like it's cheating. Not even close too spoofing, but I've heard some people say they had caught 5 Snorlax's in one night on the app, which just gives you such an unfair advantage in gyms. I get that in new areas some Pokemon are impossible to find without it, but damn. I feel like it's abused too much."

It's worth bearing in mind that any third-party app that accesses Niantic's servers is likely breaking TOS. If you use one of these, your account might be softbanned or perma-banned, especially if you use a service that requires a *Pokemon Go* login to work.





READ MOR

Do Any Alternative Scanners & Maps Still Work?

FastPokeMap is working on getting back online so trainers can start using the service again. They said on Twitter it would take at least two weeks minimum to come back, but the developer later tweeted that he found some people to help and might have the service up sooner than expected:

I see there are some efforts to pick up what I started, the api might be reversed sooner than expected.

— FastPokeMap Official (@FastPokeMapCom) October 10, 2016

The message is the same from most other developers. All scanners are down and fixing the API is going to take a long time.

However, scanners that do not access the API do still work. The Silph Road's Nest Atlas is one option. For this atlas, trainers send in the locations where they find Pokemon. You can see a detailed description on how it works on Reddit here.

Other maps that are crowdsourced, rather than API-based, also still work. These apps intercept data sent to Niantic and record where players are finding Pokemon. These maps work best when a lot of people are using them.

There have also been some unconfirmed rumblings that some apps may be fixing the captcha issue, including PokeAlert. On Reddit's PokemonGoDev subreddit, some players said that they were allowed to solve a captcha and then the app started working. Other apps may be working on pushing the captcha question to the users themselves.

Many people disagree with using scanners at all, as they view it as a form of cheating in *Pokemon Go*. Third-party scanners that access Niantic's servers are against TOS. If you want to scan for Pokemon in a way that is in line with

are against TOS, it you want to scan for Pokemon in a way that is in line with TOS, you'll just need to use the "sightings" panel that comes with the game. Or you can manually "track" Pokemon using methods such as the protractor method, described in the video below. (Read more about manual methods to track Pokemon in Heavy's story here.)



Methods like this, however, don't really meet the reasons that many people use radar and tracking third-party apps. Some like getting notifications on their phone about when a certain Pokemon is nearby. Others like being able to travel to a new area and know approximately where to go in order to catch a Pokemon that's rare to them.

The "Sightings" panel that works within *Pokemon Go* is still the best alternative that definitely *does not* break TOS. But trainers are hoping Niantic will eventually release its "Nearby" panel that is available in the San Francisco area. This panel shows people which Pokemon are at Pokestops and directs them to their locations. It's a much more accurate tracker than currently available, but it still doesn't solve the problem of tracking Pokemon that are just in the wild.

Manager than the dead Malagers As beat these three three first selected and and selection

Players who used *Pokemon Go* back when it was was first released prefer that Niantic reinstate its original footprint tracker. On Reddit, PygoscellsAdelle worded it this way:

Right now, Niantic should be focused on fixing the ORIGINAL tracker (not the new PokéStop based version that further cuts us rural players out). Player retention over the long term is far more lucrative than the one-time quick-hit gained by adding more countries in a month. Otherwise, it will be similar to Microsoft pushing a not-ready-formarket product like Windows 10 (initially frought with a bunch of broken features and functions) out to the world.

Others wish that Niantic would bring back the tracker they were using in the beta version, before the game was publicly released. That tracker didn't have footprints, it actually told you how many meters away Pokemon were. One Redditor shared a photo of the original tracker:





(Reddit/smooshie)

Have you found a tracker that works? Let us know in the comments below.



'Pokemon GO': How to Still Track Pokemon Without Scanners or Trackers

Having trouble finding Pokemon now that the scanner and tracker apps are shut down in *Pakemon Go?* Here are tips for tracking Pokemon and apps that still work.

Click have to read more

Click here to read more



Stephanie Dube Dwitson is a news, entertainment & science/tech contributor to Heavy. Stre's also a featured cat biogger; runs a post-apocal/getic blog, and is a guest writer for a number of publications. In her spare time, Stephanie writes screenplays and novels

First Class to Madrid

We Have Special Discounts to Get You 70% off First Class Tickets Go to alphaflightguru.com/Madrid



More Posts

From The Web



Why Doctors In the Know No



Congress Urges VA Longer Prescribe Metformin Homeowners To Claim Their \$4,350 Rebate By Dec 31st



NH

Big Precious Lost Tons Of Weight & Is Now Gorgeous



Final Images Taken Seconds Before Tragedy (38 Jaw Dropping Photos)



31 Celebs Who've Lost All Their Money & Much More

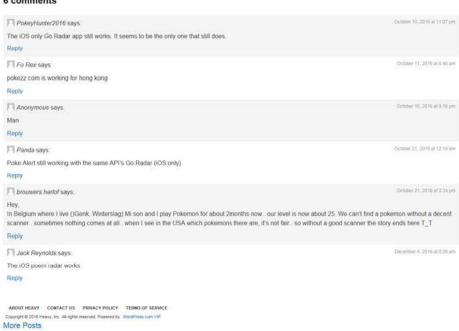


'Jaw Dropping' Secret Photos Smuggled out of North Korea

LEAVE A COMMENT

Enter your comment bere...

6 comments







To: Inception, LLC (trademarks@tuckerellis.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87163456 - POKESWAP - 15041-00001

 Sent:
 12/16/2016 9:11:42 AM

 Sent As:
 ECOM101@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 12/16/2016 FOR U.S. APPLICATION SERIAL NO. 87163456

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this link or go to http://tsdr.uspto.gov, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 12/16/2016 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For technical assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies not associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay

"fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.